

# BRAND USAGE GUIDELINES

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**NOTE:** Some sections within this guide are currently incomplete. As they become available this brand guide will be revised with new content, and an updated edition will be released.



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# WASHER SOLUTIONS BRAND INTRODUCTION

**For 35 years, Scientific & Healthcare professionals have come to know the people of Washer Solutions™ as experienced, dependable solution providers.**

We attribute our excellent reputation to the high value that we place on our customers and their needs. At Washer Solutions, our mission is to fully support our customers at their time of need and beyond...24/7, with high quality solutions. Results matter and we do not consider an issue resolved until our customers are completely satisfied.

*This philosophy is what embodies the Washer Solutions brand. It is the ideology that keeps us among the industry's top choices.*

*Sincerely,*

**Mike Pitts**  
Chief Operating Officer  
Washer Solutions, Inc.  
[www.WasherSolutions.com](http://www.WasherSolutions.com)

**Agency Statement.** Thank you for taking a few moments to familiarize yourself with the official Washer Solutions brand styles guide.

This important guide provides valuable information and rules for usage of all the Washer Solutions' brand elements. You may go directly to the information you are seeking in this guide, but we ask that you read the entire document.

**More than just artwork, Washer Solutions brand has been strategically developed using: values, specific language use, taglines, and visuals elements, which constitute a philosophic identity.**

To develop any new materials, in a manner which remains truly consistent in spirit with this brand, it is critical that all the elements of this brand be considered, from website, to sell sheets, to brochure and stationery, etc. In addition to reading this guide, please also familiarize yourself with these completed materials. Doing so will provide a clear picture of the Washer Solutions brand.

As the developing agency, I invite you to contact us with any questions that you might have.

*Sincerely,*



**Michael G. Lomb**  
Managing Partner, Creative Director  
MG Lomb Advertising, Inc.  
[www.MGLomb.com](http://www.MGLomb.com)

## WASHER SOLUTIONS BRAND BRAND PLATFORM

**Brand Positioning.** The Washer Solutions™ brand is aimed at being firmly situated among the industries leading providers of industrial washer and sterilization equipment, service and parts. When Facility Directors, Lab Managers, Purchasing Managers and Biomedical Engineers think of Washer Solutions, they will recognize a reliable, reputable and honest company that brings 35 years of industry knowledge and experience to the table. Washer Solutions is intent on being recognized as a competent and growing company that is consistently among the first and best choices for our customers. Our brand has been developed to support this goal.

**Brand History.** Since 1972, Washer Solutions' senior staff have designed and installed over 1,500 projects at scientific and healthcare facilities. Many of these designs have changed the industry with our innovations and technology being adopted by some of the largest manufacturers. Members of the Washer Solutions team have either founded or held leadership roles with many of the leading companies in the industry, including: Basil Equipment Corporation (BASIL), American Sterilizer Company (AMSCO), MTP Custom Machinery Corporation (MTP), and Getinge/Castle (GETINGE). Originally focused on washing equipment for the scientific industry, our focus and capabilities today have been expanded to include sterilization and clinical care equipment for hospitals and research facilities. Our team, now known as Washer Solutions, supports a broad spectrum of customers in both the scientific and healthcare industries. We've also grown geographically, and we now provide equipment, service programs, replacement parts and consumables to customers throughout the U.S.

**Brand Value.** Making Your Dollars Go Farther. At Washer Solutions, our experience and independence equates to lower costs for our customers. Because we are not affiliated with any specific new equipment manufacturer, we are free to offer solutions that are truly focused on the best interests of our customers. This principle applies to new and remanufactured equipment (we're not tied to one specific manufacturer), parts (we can offer direct replacement parts of equal or higher quality than OEM at significantly reduced prices), and our service programs (we can repair a broad range of makes and models of equipment).

To cap it off; a solid relationship based upon great service, and better than average prices, provides unsurpassed value to our customers. At Washer Solutions, our goal is to establish long-term customer relationships. By exceeding our customer's expectations we accomplish this goal.

## WASHER SOLUTIONS BRAND BRAND PLATFORM

**Value Propositions.** The following statements embody what differentiates Washer Solutions™ from our competitors, as well as highlights our company's strengths and core competencies.

- 1) Washer Solutions provides preventative maintenance for our customers that detects and eliminates potential problems before they occur.
- 2) Washer Solutions addresses our customers' potential problems at the initial consultation stage, in design, at equipment selection, and prior to installation.
- 3) Washer Solutions' 35 years of industry knowledge and experience allows us to maximize our customers' equipment investments.
- 4) Washer Solutions will reduce our customers' expenses by minimizing their costly downtime, to as low as level as possible.
- 5) Washer Solutions accepts responsibility of equipment uptime for our customers, so they can rest assured their equipment will function with little to no interruption.
- 6) Washer Solutions provides high quality remanufactured equipment that operates like new, often at a fraction of the cost of new equipment.
- 7) Washer Solutions acts as a neutral 3rd party for our customers, to aid them in making the best decisions regarding their equipment, service and planning.
- 8) Washer Solutions is committed to being current with technology and bringing the efficiencies of those technologies to our customers.

## WASHER SOLUTIONS BRAND TAGLINE & SLOGAN

**Logo Tagline.** The logo tagline is intended to accompany the Washer Solutions™ logo only. This tagline should NOT be used by itself or in any situation where it does not accompany the Washer Solutions logo, as dictated by the usage rules (this document). When written statements similar in nature to this tagline are made, in body text or title text, caution should be taken to do so in a manner by which the written statement does not appear as though the logo tagline has been “cut and pasted”. *Actual tagline graphic is shown below.*

**your washing & sterilization equipment partner**

**Experience Slogan.** The experience slogan is intended to be used in situations where prominently stating Washer Solutions' experience is helpful to the goal of the material. This slogan should NOT be used in close proximity with the Washer Solutions logo, but may be used on the same page, if effective. The experience slogan is intended to convey the long standing industry experience (35 years) of the people working at Washer Solutions, and in an effort to combat potential concerns that customers may have regarding the recent (2005) founding of Washer Solutions as a new company. *Actual slogan graphic is shown below.*

**LEVERAGING 35 YEARS OF KNOWLEDGE & EXPERIENCE**

# BRAND ELEMENTS LOGO

**Overview.** This section introduces the Washer Solutions™ logo, and provides rules for usage. On this page some basic governing rules are discussed. Consistent use of the logo will help to accomplish valuable brand recognition.

## THERE ARE TWO PRIMARY VERSIONS.

**Color Relief Logo.** This version should be used as often as possible, and in as many applications as possible (brochures, sell sheets, business cards). This version of the logo appears to be “dimensional” with volume (thickness) to its shape. The color relief logo is designed to be printed in four color process (CMYK), so it cannot be used in all applications.

**Color Flat Logo.** This version should be used only when full color printing is: not an option, is cost prohibitive, or when the Washer Solutions logo is so small that the relief version becomes illegible (see Minimum Size). The color flat logo is designed to be printed in two colors: PANTONE® 2766 (dark blue), and PANTONE® 284 (light blue). It may be used when full color printing is not an option (an on novelty items such as pens, hats and shirts).

**Other Versions.** Other versions of the logo exist (such as black & white or grayscale) and are to be used for situations where color printing is limited or not an option. Other logo versions are discussed later in this section.

## GENERAL LOGO RULES:

- 1) Logo may NOT be altered in shape or proportion (sizing is allowed).
- 2) Logo may NOT be rotated or inverted in any direction.
- 3) Logo may NOT be altered in color. Electronic artwork exists for all logo color versions and for all potential uses (PMS, CMYK, RGB, and Hexadecimal).
- 4) Logotype is NOT a FONT. By design, the letter forms have been altered so that they are now constructed as paths. DO NOT attempt to recreate the logo by using a font. Electronic artwork exists for all logo versions, which are appropriately scalable for all potential uses.
- 5) No embedded fonts are required at printer-end relating to any version of the logo.
- 6) Logo may NOT be altered or reconstructed in any way.
- 7) Logo has not been translated into any languages other than English.
- 8) Use a ™ symbol with the first use of the company name, Washer Solutions™, in all documents. This treatment should occur for the first use on each page. The ™ may be omitted from Washer Solutions after the first use. If a logo appears on the page displaying the ™ then this rule does not apply to general text.

### Color Relief Logo



### Color Flat Logo



## BRAND ELEMENTS LOGO

**With Tagline.** The Washer Solutions™ logo is intended to be used with this tagline, in all situations where possible. The verbiage used within the tagline helps prospective customers to better perceive Washer Solutions' capabilities, therefore it is essential that it be used.

### TAGLINE RULES:

- 1) Tagline is "locked" to the Washer Solutions logo, as shown in this section. It may NOT be removed from the logo outside of the considerations for minimum sizing.
- 2) Tagline is NOT a FONT. By design, the letter forms have been altered so that they are now constructed as paths. Do NOT attempt to recreate the tagline by using a font.
- 3) Tagline may not be altered, or sized. Rules for logo usage should be reviewed for questions relating to tagline.
- 4) The tagline will NOT be accompanied by a trademark™.

### Color Relief Logo (with tagline)





## BRAND ELEMENTS LOGO

**Clear Space.** For the Washer Solutions™ logo to stand out, and read clearly, an appropriate amount of “clear space” must reside around the logo.

Clear space is the area of blank space around the logo. It will generally be white, in most applications. By assuring that miscellaneous elements do not interrupt the clear space, the logo will stand out better and have a greater impact.

### CLEAR SPACE RULES:

- 1) Above Logo. Minimum clear space is equal to height of the letter “W” (in Washer Solutions) originating from the top of the larger W (in Washer Solutions).
- 2) Below Logo. Minimum clear space is equal to twice the height of the letter “W” (in Washer Solutions) originating from the bottom of the larger W (in Washer Solutions).
- 3) Left of Logo. Minimum clear space is equal to the width of the letters “IW” (in Washer Solutions) originating from the left edge of the larger W (in Washer Solutions).
- 4) Right of Logo. Minimum clear space is equal to the width of the letter “A” (in Washer Solutions) originating from the right edge of the larger and last S (in Washer Solutions).

### Clear Space



## BRAND ELEMENTS LOGO

**Minimum Size.** Legibility of Washer Solutions™ logo is critical. As a result of testing, minimum sizes have been established. The examples shown here should accommodate most situations. If a new situation is found, make sure that the logotype is never too small to be clearly read or reproduced.

### Color Relief Logo



Logo with tagline and trademark



Logo with trademark without tagline



Logo with neither tagline nor trademark

### Color Flat Logo



Logo with tagline and trademark



Logo with trademark without tagline



Logo with neither tagline nor trademark

## BRAND ELEMENTS LOGO

**Approved Colors.** It is important that the Washer Solutions™ logo colors NOT be changed. An extensive amount of color testing has gone into the selection process, and the color data provided here will provide any printer, web developer, multimedia specialist or novelty printer with the correct information needed to assure that the logo colors are applied correctly.

### LOGO VERSIONS & COLOR USES

**Color Relief Logo.** The color relief logo is designed to be printed in four color process (CMYK), so it cannot be used in all applications. No PMS color selection is assigned for this version.

**Color Flat Logo.** This version should be used only when four color process printing is not an option, is cost prohibitive, or when the Washer Solutions logo is sized small enough that the relief version becomes illegible (see Minimum Size). The color flat logo is designed to be printed in two colors: PANTONE® 2766 (dark blue), and PANTONE® 284 (light blue). It may be used when four color process printing is not an option (novelty items such as pens, hats and shirts).

**Other Versions.** Other versions of the logo exist (such as a black & white or grayscale) to be used for situations where color printing is not an option.

**Color Relief Logo**



**Color Flat Logo**



**Grayscale Relief Logo**



**Grayscale Flat Logo**



## BRAND ELEMENTS LOGO

**On Color Background.** Although the Washer Solutions™ logo is designed for use on a white background, some situations may require it to be used on a color background (silver) or over a photographic image (for example; in a print advertisement).

In situations such as these, some clear space rules may need to be disregarded, although the nature of their intent should always be considered. Done well, use of the Washer Solutions logo on a color background or photograph should result in the logo still being clearly read. The logo should always read clearly and without a busy or scattered look.

One example of an approved use of the Washer Solutions logo on a color background is on the color silver, shown here.

### On Silver Background



## BRAND ELEMENTS LOGO

**Improper Uses.** It is important that the Washer Solutions™ logo NOT be changed or altered in any way. Brand recognition and continuity is contingent upon consistent and proper logo use. Shown here are a variety of examples of IMPROPER use.

### DO NOT:

#### Group A

Do NOT change the logotype font or alter the existing logo artwork.

- Do NOT change the font.
- Do NOT Stretch the logo.
- Do NOT change or add new colors.
- Do NOT move or resize the tagline.

#### Group B

Do NOT add any forms, shapes or text to the logo or create a version for a new purpose.

- Do NOT place text or objects over logo.
- Do NOT add new text close to the logo.
- Do NOT add an address to the logo.
- Do NOT add forms or shapes.

#### Group C

Do NOT add any stylized treatments to the logo or apply any special effects.

- Do NOT place any type of box around logo.
- Do NOT add perspective to the logo.
- Do NOT rotate the logo.
- Do NOT extrude the logo.

A



B



C



## BRAND ELEMENTS OTHER MARKS

**Water Stream.** Of significant importance to the Washer Solutions™ brand is the Water Stream graphic element. There are four (4) versions of the water stream, versions “A, B, C and “AS”. Version “A” should always be used for primary purposes (Covers, Stationery, Home Page, CD Label, etc.); version “B” for secondary uses, and version “C” for tertiary uses. Version “AS” is the same as version “A” but is formatted for use on a metallic silver background.

NOTE: “AS” has been significantly edited to allow for proper printing. Do NOT use any of the other versions (designed for use on a white background) on a colored or silver background. All four versions are displayed on the following page.

**The Water Stream element should be used in conjunction with the Washer Solutions Logo, whenever possible.**

### RULES:

- 1) Water Stream will always bleed off the right and left edges of any page (right and left bleeds) for all materials, paper or electronic. The “ends” of the Water Stream are where the Water Stream examples are cut off, at either the left or right sides.
- 2) No “end cap” exists for any of the versions of the Water Stream (left or right) and no end should ever be created to “cap off” the Water Stream, for any reason.
- 3) Water Stream will always be placed in a horizontal manner, and never rotated by any number of degrees, no matter how slight.
- 4) Water Stream should be used on a white background only, but version AS may be used on a metallic silver background as an alternative.
- 5) Within the context of a tabloid size spread, horizontal layout, one-sided, the entire Water Stream “A” will be used.
- 6) Within the context of a tabloid size spread, horizontal layout, two-sides, the entire Water Stream “A” will be used on the front, and the entire version “B” will be used on the back.
- 7) Within the context of a letter size spread, portrait layout, one-side, half of the Water Stream “A” will be used, favoring right justification and using the right “end” in a right justified manner.
- 8) Within the context of a letter size spread, portrait layout, two-sides, half of the Water Stream “A” will be used on the front, favoring right justification and using the right “end” in a right justified manner. The left “end” of Water Stream “A” will be used on the back favoring left justification and using the left “end” in a left justified manner.
- 9) The first preference for placement of the Water Stream is at the bottom of a page (or composition); the second choice is in the middle; the third choice for placement is at the top of a page (or composition).
- 10) For alternate sized documents: Apply the basis rules stated herein to other sizes.
- 11) DO NOT:
  - Stitch multiple Water Streams together.
  - Invert or flip Water Stream.
  - Rotate Water Stream.
  - Change the color of Water Stream.
  - Use the Water Stream on a color or black background.
  - Apply a break or cut to Water Stream or interrupt it in any way.
  - Apply a graphic (text, photo or other) on top of Water Stream.

## BRAND ELEMENTS OTHER MARKS

**Water Stream "A".** Primary Water Stream.



**Water Stream "B".** Secondary Water Stream.



**Water Stream "C".** Tertiary Water Stream.



**Water Stream "AS".** Primary Water Stream.



## BRAND ELEMENTS OTHER MARKS

**Icons.** These three icons were created to provide Washer Solutions™ customers with recognizable symbols that visually represent its three service programs. The “shield” symbol was selected for its representation of protection. Each symbol is coded and colored in accordance with a metal (gold, silver, bronze) that represents the level of value associated with the program.

### PREVENTATIVE MAINTENANCE PROGRAM ICONS

**Gold.** Highest Value. This icon represents the gold service package. It should be used in a subtle manner and be sized small, as shown below.



**Silver.** Middle Value. This icon represents the silver service package. It should be used in a subtle manner and be sized small, as shown below.



**Bronze.** Base Value. This icon represents the bronze service package. It should be used in a subtle manner and be sized small, as shown below.





## BRAND ELEMENTS COLOR PALETTE

**Overview.** A significant amount of planning has gone into the Washer Solutions™ brand color strategy. Please help to protect it, by carefully reading each of the pages in this section. By previewing the samples provided in the BRAND APPLICATIONS section, a professional designer should be able to apply this strategy to new materials, such that they integrate well with the Washer Solutions brand strategy.

**Please take care to follow these guidelines. Adding “new” design directions, or deviating from this styles guide, is unnecessary and will likely dilute the effectiveness of the brand.**

**There are two main categories to consider:**

- 1) Corporate Identity Color
- 2) Services Segmentation Color

The Corporate Identity Color category applies to documents and materials focused on corporate subjects (i.e. about Washer Solutions).

The Services Segmentation Color category applies to service and product topics. By being color coded (green, purple, orange) Washer Solutions customers can associate the materials associated with specific services and products with a singular representative category color.

In either 1 or 2, and throughout the brand, the color silver consistently plays an accent role.

Although this color program may seem complex, it is designed to make documents simple and easy to follow, for Washer Solutions' customers.

# BRAND ELEMENTS COLOR PALETTE

**Corporate Identity Colors.** Of significant importance to the Washer Solutions™ brand are the primary corporate identity colors; PANTONE® 2766 (dark blue), accent PANTONE silver (a metallic silver ink), & green (white plays an important role).

**Corporate Identity Colors should always be used in conjunction with materials and subjects that are focused on the "corporate" aspects of Washer Solutions.**

**Dark Blue.** Primary use of dark blue color should be dominant in areas featuring corporate topics. It may also be used in a submissive manner (text coloration) in areas not featuring corporate topics, such as products or services. Dark blue should not exceed one third coverage of any area (front, back, spread) and should typically be complimented by a larger proportion of white. Secondary use of dark blue can be for coloration of photographs; see Photographic Treatments.

**Silver.** Primary use of silver color should be as an accent to the dark blue color, in areas featuring corporate topics. It should typically be as a thick retainer line surrounding dark blue color fields. Secondary use of silver can be a flood fill (entire page coverage) for corporate focused materials (see brochure cover). Tertiary is required for edge treatment of photographs. Silver may be replaced by a metal texture (i.e. website).

**Green.** Primary use of green color is as a text color accent, but ONLY for corporate or service related topics. Main title text (top area, stating purpose of section) should be green.

**Light Blue.** Light blue color is used in the Washer Solutions logo ONLY, in the word SOLUTIONS. It should NOT be used in any other manner, or place.

**White Space.** White space should be used to balance dark blue fields. White is an important component of the brand program and makes communication materials more open and inviting.



## Dark Blue

PMS 2766 U  
PMS 2766 C  
C 100 M 94 Y 0 K 47  
R 18 G 23 B 94  
WEB #12175e



## Silver

PMS Metallic 877 U  
PMS Metallic 877 C  
C 99 M 99 Y 99 K 99  
R 255 G 255 B 255  
WEB #666666

## APPROVED COLORS:

The colors, CMYK and RGB breakdowns shown on this page and throughout this guideline, have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is a trademark of Pantone, Inc.



## Light Blue

PMS NA  
PMS NA  
C 29 M 0 Y 60 K 16  
R 161 G 188 B 119  
WEB #5f9d1e



## Green

PMS NA  
PMS NA  
C 29 M 0 Y 60 K 16  
R 161 G 188 B 119  
WEB #5f9d1e

## BRAND ELEMENTS COLOR PALETTE

**Service Segmentation Colors.** Of significant importance to the Washer Solutions™ brand are the service segmentation colors; green, purple, and orange and accent PANTONE® silver (a metallic silver ink). A PANTONE selection will NOT be used for the service segmentation colors, as this presents a scenario where too many PANTONE inks are required during printing.

**Service Segmentation Colors should always be used dominantly in conjunction with the particular service that they represent for Washer Solutions.**

**Green.** Primary use of green color should be dominant in areas featuring SERVICE topics. Green should not exceed one third coverage of an area (front, back, spread), and should typically be complimented by a larger proportion of white. Secondary use can be for coloration of photographs (see Photographic Treatments) or title text.

**Purple.** Primary use of purple color should be dominant in areas featuring EQUIPMENT topics. Purple color should not exceed one third coverage of an area (front, back, spread), and should typically be complimented by a larger proportion of white. Secondary use can be for coloration of photographs (see Photographic Treatments) or for main title text.

**Orange.** Primary use of orange color should be dominant in areas featuring PARTS topics. The orange color should not exceed one third coverage of an area (front, back, spread), and should typically be complimented by a larger proportion of white. Secondary use can be for coloration of photographs (see Photographic Treatments) or for main title text.

**Silver.** Primary use of silver color should be as an accent to each of the Service Segmentation Colors. It should typically be as a thick retainer line surrounding dark blue color fields. Secondary use of silver is required for edge treatment of photographs.



### Green

PMS NA  
PMS NA  
C 29 M 0 Y 60 K 16  
R 161 G 188 B 119  
WEB #5f9d1e



### Purple

PMS NA  
PMS NA  
C 60 M 100 Y 5 K 25  
R 103 G 24 B 110  
WEB #666666

### APPROVED COLORS:

The colors, CMYK and RGB breakdowns shown on this page and throughout this guideline, have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is a trademark of Pantone, Inc.



### Orange

PMS NA  
PMS NA  
C 99 M 99 Y 99 K 99  
R 255 G 255 B 255  
WEB #12175e



### Silver

PMS Metallic 877 U  
PMS Metallic 877 C  
C 99 M 99 Y 99 K 99  
R 255 G 255 B 255  
WEB #666666

## BRAND ELEMENTS GRAPHICS & PHOTOGRAPHY

**Corporate Identity Styling.** To accomplish valuable and needed brand equity, it is critical that we establish (and further) visual recognition of the Washer Solutions™ brand. Consistent color usage is part of the equation, but unique graphics used consistently also play a critical role.

**The use of specific shapes and colors, proportioned precisely as specified herein, will accomplish valuable brand equity for Washer Solutions.**

**Silver Bar.** After the Water Stream, the single most consistent element of the Washer Solutions visual brand is the silver bars. Although we've defined a combination of colors to represent Washer Solutions (see Color Palette), achieving brand recognition from a group of colors requires their combination with a consistent common denominator, to accompany each of those colors; the silver bar acts as that common denominator.

NOTE: Sizing and proportions of the silver bar(s) are important. Guidelines for proper use are shown to the right.

**Bar Coloring.** Silver bar is to be constructed and printed using PANTONE® Silver (metallic silver ink). Where PMS colors are unavailable a CMYK or RGB substitution (as provided in this guide) may be used.

**Bar Placement.** Silver bar(s) should be used to trap header photography (top of page; above and below the image), trap floating photographs (any location on page; above and below the image); other locations (example: footer; Brand Styles Guide).

**Bar Height.** (Standard Printed Documents) Height of the silver bar height should be sized to 0.12" for trapping of header photography (over and under image sized equally), and for trapping of floating photographs, sized to 0.04" (over image) and 0.08" (under image). NOTE: 0.12" is the preferred bar height for standalone uses.

**Bar Height.** (Non-Standard Materials) Height of the silver bar should be sized proportionately when "scaling up" for use on tradeshow, environmental or other non-standard graphics.

**Bar Shadow.** A style element that accompanies the silver bar (in header photography only) is the shadow. The shadow is designed to portray the silver bar (and accompanying photo) as "raised above" the surfaces located both above and below the photo. Regarding shadow direction; for the upper silver bar the shadow protrudes upwards, and for the lower bar it protrudes downward.

**Silver Bar(s).** Header Photography.



## BRAND ELEMENTS GRAPHICS & PHOTOGRAPHY

**Color Gradient & Photo Treatment.** Of noteworthy importance to the Washer Solutions™ brand is the style and technique by which photographs are graphically formatted.

**The unique formatting of photography is one way by which Washer Solutions is visually distinguished itself from competitors. Developed is a distinctive look and styling that, if consistently applied, will be instantly recognizable as “Washer Solutions” imagery.**

**Color Gradient.** The color gradient element is used exclusively with header photography. There are four colors that may be used in the color gradient: dark blue, green, purple, and orange (see Color Palette). The gradient is designed to be positioned as starting (solid color fill) at the right side of a photo, and to transition to a completely transparent state by the time it reaches the subject matter of the photo (see example, and note proportions).

**Photo Statements.** The “solid color fill” area of the color gradient is designed to provide an area where a textual statement can be displayed.

**Floating Photographs.** Two style elements accompany all floating photographs: a color bar (top only) and silver bars (upper and lower). Together, these elements accomplish a unique photo treatment that clearly distinguishes Washer Solutions' brand. The color bar relates to either: Washer Solutions corporate (dark blue) service (green), equipment (purple) or parts (orange). The color bar is positioned above the upper silver bar, and sized to 0.10" in height. It uses round top corners (two; left and right) set to a radius of 0.0625". Height of the silver bars is set to 0.04". Floating photo length is variable, but a maximum proportion of 1 (height) to 4 (length) is recommended.

**Example Color Gradient** (more on next page)



**Example Floating Photo**



## BRAND ELEMENTS GRAPHICS & PHOTOGRAPHY

Color Gradient "DARK BLUE"



Color Gradient "GREEN"



Color Gradient "PURPLE"



Color Gradient "ORANGE"



## BRAND ELEMENTS TYPOGRAPHY

**Overview.** Typography plays an important role in accomplishing effective brand continuity. Inappropriate or inconsistent use of typography will diminish the effectiveness of any brand program. This section instructs on proper use of the fonts that have been selected for Washer Solutions™.

**Two type families are approved for use: Folio (for general type uses); and Futura (for major section headings and special top level categorization or statements).**

# BRAND ELEMENTS TYPOGRAPHY

**Primary Typeface.** The Folio font family is the primary Washer Solutions™ typeface.

**Folio fonts are to be used for general type requirements. Proper use is explained, and examples of the actual fonts are displayed in the right column.**

**Folio Light BT.** *Primary typeface.* Should be used for general body text. This font may be colored using 60% gray, or black. It should not be sized larger than 10 point on typical documents, or smaller than 6 point. To provide clear space and breathing room, set line spacing (leading) for paragraph text to 1 ½ times the point size for Adobe® InDesign, or, multiple 1.2 for Microsoft® Office Word. *An italic variation may be used for typical differentiation accomplished using italic text.*

**Folio Book BT.** *Primary typeface.* Should be used for paragraph titles within general body text. When used as titles; this font should be colored using PANTONE® 2766 (dark blue). It should be sized to the paragraph text it accompanies. *This font should not be italicized. Do not apply a "bold" option.*

**Folio Bold BT.** *Primary typeface.* Should be used within general body text, for secondary title text headings. It may be formatted as uppercase, to emphasize bulleted lists, etc. This font should be colored using 60% gray when coupled with black body text, and 45% gray when coupled with grey body text. It should be sized to the paragraph text it accompanies. *This font should not be italicized. Do not apply a "bold" option.*

**Folio Bold Condensed BT.** *Primary typeface.* Should be used "minimally" only for abbreviation of: Phone (P), Fax (F), and Cellular (C). This font should be colored in accordance with the text it accompanies. Should be sized in accordance with the text it accompanies. *This font should not be italicized. Do not apply a "bold" option.*

**Folio Medium BT.** *Primary typeface.*  
Is not used.

**Folio Extra Bold BT.** *Primary typeface.*  
Is not used.

**Folio Light BT** (Folio Lt BT)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890;.!@#\$\$%^&\*?+=

**Folio Medium BT** (Folio Md BT)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890;.!@#\$\$%^&\*?+=

**Folio Book BT** (Folio Bk BT)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890;.!@#\$\$%^&\*?+=

**Folio Bold BT** (Folio Bk BT)  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890;.!@#\$\$%^&\*?+=**

**Folio Bold Condensed BT** (Folio BdCn BT)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890;.!@#\$\$%^&\*?+=

**Folio Extra Bold BT** (Folio XBd BT)  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890;.!@#\$\$%^&\*?+=**



## BRAND ELEMENTS TYPOGRAPHY

**Secondary Typeface.** The secondary typeface for Washer Solutions™ is the Futura font family. There are nearly two dozen Futura fonts available to work with. We've elected to use only two of them.

**Futura fonts are to be used for special type requirements, such as page and section titles, as well as photographic captions. Proper use is explained and examples of the actual fonts are displayed in the right column.**

**Futura Medium BT.** *Secondary typeface.* Should be used primarily as a section heading font; may be used in conjunction with Futura Medium BT (bold), for headings. This font should be colored in accordance with the section where it is being used; i.e. purple (CMYK) within the Equipment section, or, PANTONE® 2766 (dark blue) in corporate related sections; it may also be reversed-out in white. It should not be sized smaller than 10 point on typical documents. It should be sized roughly 1 ½ times larger than the body text it accompanies.

**Futura Medium BT (bold).** *Secondary typeface.* Should be used primarily as a section heading font; may be used in conjunction with Futura Medium BT for headings. This font should be colored in accordance with the section where it is being used; i.e. purple (CMYK) within the Equipment section, or, PANTONE® 2766 (dark blue) in corporate related sections; it may also be reversed-out in white. It should not be sized smaller than 10 point on typical documents. It should be sized roughly 1 ½ times larger than the body text it accompanies.

NOTE: No italic variation of the Futura typeface may be used.

**Futura Medium BT** (Futura Md BT)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890;.!@#\$%^&\*?+=

**Futura Medium BT (bold)** (Futura Md BT)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890;.!@#\$%^&\*?+=

## BRAND ELEMENTS TYPOGRAPHY

**Web/MS Apps. Typeface.** The remaining typeface for Washer Solutions™ is the Arial font family, a standard Windows® font. For general daily applications, a common and highly available font is required. For example; in order to improve SEO (Search Engine Optimization) standard web fonts must be used. Use of standard fonts also prevents font substitutions in MS Word documents that can disrupt the intended text flow. Arial is to be used when primary and secondary fonts are unavailable.

**Only the Arial fonts shown here may substitute Folio and Futura.**

**Arial.** *Substitute typeface.* Used as substitute for Folio Light BT, for general body text. *Reference rules applicable to Folio Light BT.*

Also used as substitute for Futura Medium BT font. *Reference rules applicable to Futura Medium BT.*

**Arial Bold.** *Substitute typeface.* Used as substitute for Folio Book BT and Folio Bold BT. *Reference rules applicable to Folio Book BT and Folio Bold BT.*

Also used as substitute for Futura Medium BT (bold) font. *Reference rules applicable to Futura Medium BT.*

**Arial Black.** *Substitute typeface.* Used as substitute for Futura Medium BT (bold). *Reference rules applicable to Futura Medium BT (bold).*

**Arial Narrow Bold.** *Substitute typeface.* Used as substitute for Folio Bold Condensed BT. *Reference rules applicable to Folio Bold Condensed BT.*

**Arial** (Arial)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890:;!@#%&\*?+=

**Arial Bold** (Arial)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890:;!@#%&\*?+=

**Arial Black** (Arial Black)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890:;!@#%&\*?+=

**Arial Narrow Bold** (Arial Narrow)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890:;!@#%&\*?+=

## BRAND APPLICATIONS STATIONERY

**Business Card.** Featured is the proper formatting of a standard Washer Solutions™ business card. Cards are two-sided.

**Recommended Paper:**

McCoy Silk / Bright White / 120 lb. Cover

**Alternate Paper:**

Cougar Smooth / Bright White / 120 lb. Cover

**Printing:**

4 over 4 / Four Color Process / No PMS

Bleeds on two sides.

**Fonts:**

Name:	Folio Book BT (Dark Blue)	8.5 pt
Title:	Folio Light BT (Dark Blue)	8.5 pt
Address:	Folio Light BT (Dark Blue)	6.5 pt
Numbers:	Folio Light BT (Dark Blue)	6.5 pt
P: F: C:	Folio Cond. Bold (Dark Blue)	6.5 pt
Website:	Folio Bold BT (Green)	7.0 pt
Email:	Folio Book BT (Green)	7.0 pt

**NOTE:** Tagline and logo are NOT fonts. Use existing artwork – do NOT recreate.



## BRAND APPLICATIONS STATIONERY

**Letterhead.** Featured is the proper formatting of the Washer Solutions™ letterhead.

**Recommended Paper:**

McCoy Matt / Bright White / 80 lb. Text

**Alternate Paper:**

Cougar Smooth / Bright White / 80 lb. Text

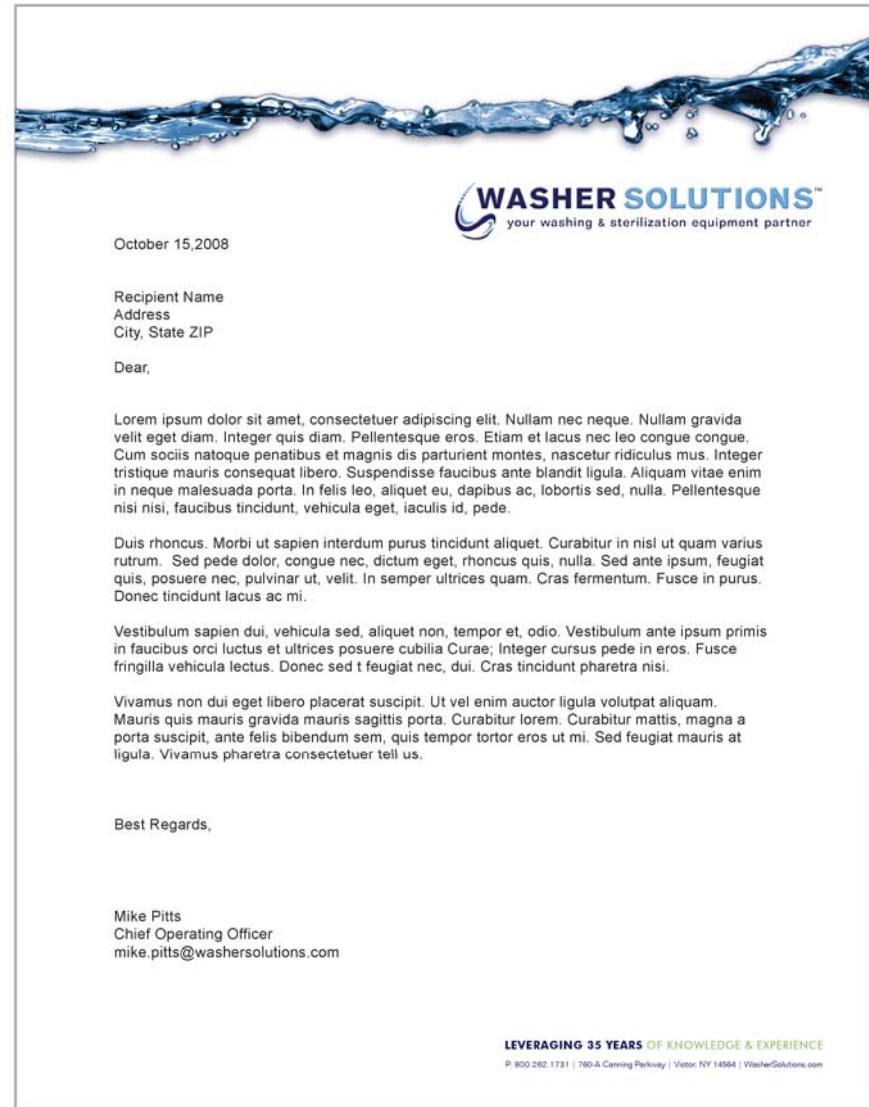
**Printing:**

4 over 0 / Four Color Process / No PMS  
Bleeds on two sides.

**Fonts:**

See section of brand styles guide on fonts to determine correct fonts for use. No fonts are required for printing.

**NOTE:** Tagline, logo and address bar are NOT fonts. Use existing artwork – do NOT recreate.



## BRAND APPLICATIONS STATIONERY

**No. 9 Envelope.** Featured is the proper formatting of a standard Washer Solutions™ business envelope, with window (No. 9).

### Recommended Paper:

McCoy Matt / Bright White / 80 lb. Text

### Alternate Paper:

Cougar Smooth / Bright White / 80 lb. Text

### Printing:

4 over 0 / Four Color Process / No PMS  
Dull Aqueous Coat (overall)  
Bleeds on flap.

### Fonts:

No fonts are required for printing.

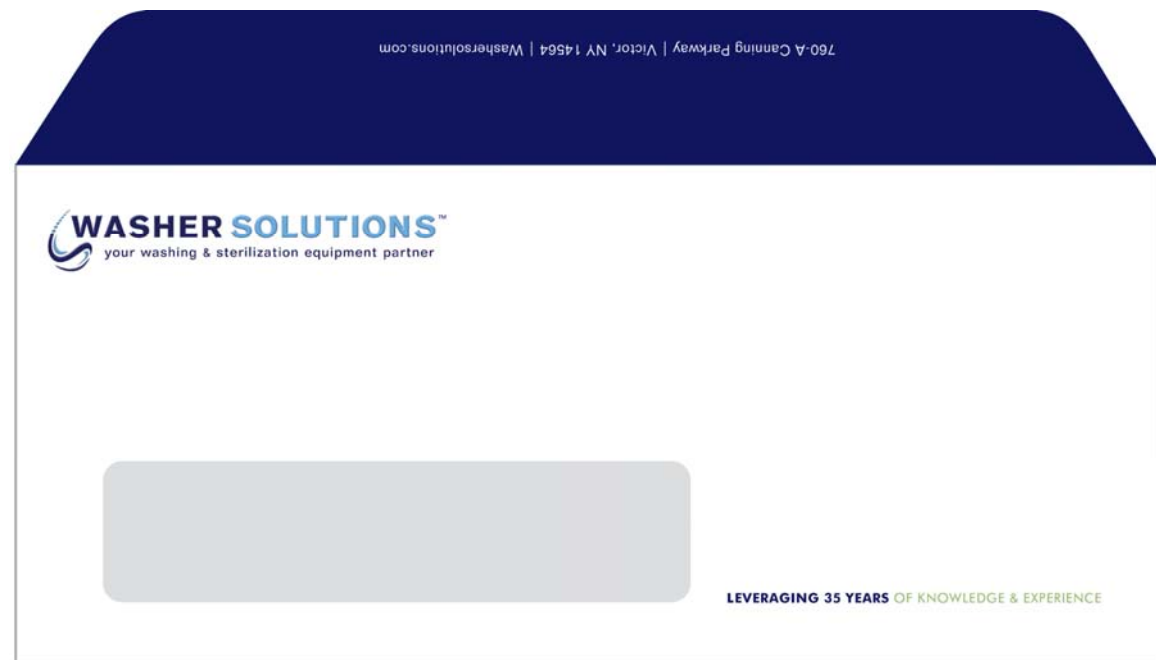
**NOTE 1:** Tagline, logo and address bar are NOT fonts. Use existing artwork – do NOT recreate.

**NOTE 2:** When printing quantities of 5K or more 4/0 is preferred (custom pre-printed envelopes). When 5K or less, premade envelopes will be required using 4/1; use PMS 2766 on back. Bleeds & flood fill will not be possible; address only on flap.

**NOTE 3:** Window size & location

SIZE: 4" wide x 1" tall

LOCATION: 0.375" from left edge  
0.5" from bottom



## BRAND APPLICATIONS STATIONERY

**No. 10 Envelope.** Featured is the proper formatting of a standard Washer Solutions™ business envelope (No. 10).

**Recommended Paper:**

McCoy Matt / Bright White / 80 lb. Text

**Alternate Paper:**

Cougar Smooth / Bright White / 80 lb. Text

**Printing:**

4 over 0 / Four Color Process / No PMS  
Bleeds on flap.

**Fonts:**

No fonts are required for printing.

**NOTE 1:** Tagline, logo and address bar are NOT fonts. Use existing artwork – do NOT recreate.

**NOTE 2:** When printing quantities of 5K or more 4/0 is preferred (custom pre-printed envelopes). When 5K or less, premade envelopes will be required using 4/1; use PMS 2766 on back. Bleeds & flood fill will not be possible; address only on flap.



## BRAND APPLICATIONS STATIONERY

**Pocket Folder Envelope.** Featured is proper formatting for the Washer Solutions™ larger size (9.5" x 12.5") business envelope.

**Recommended Paper:**

McCoy Matt / Bright White / 80 lb. Text

**Alternate Paper:**

Cougar Smooth / Bright White / 80 lb. Text

**Printing:**

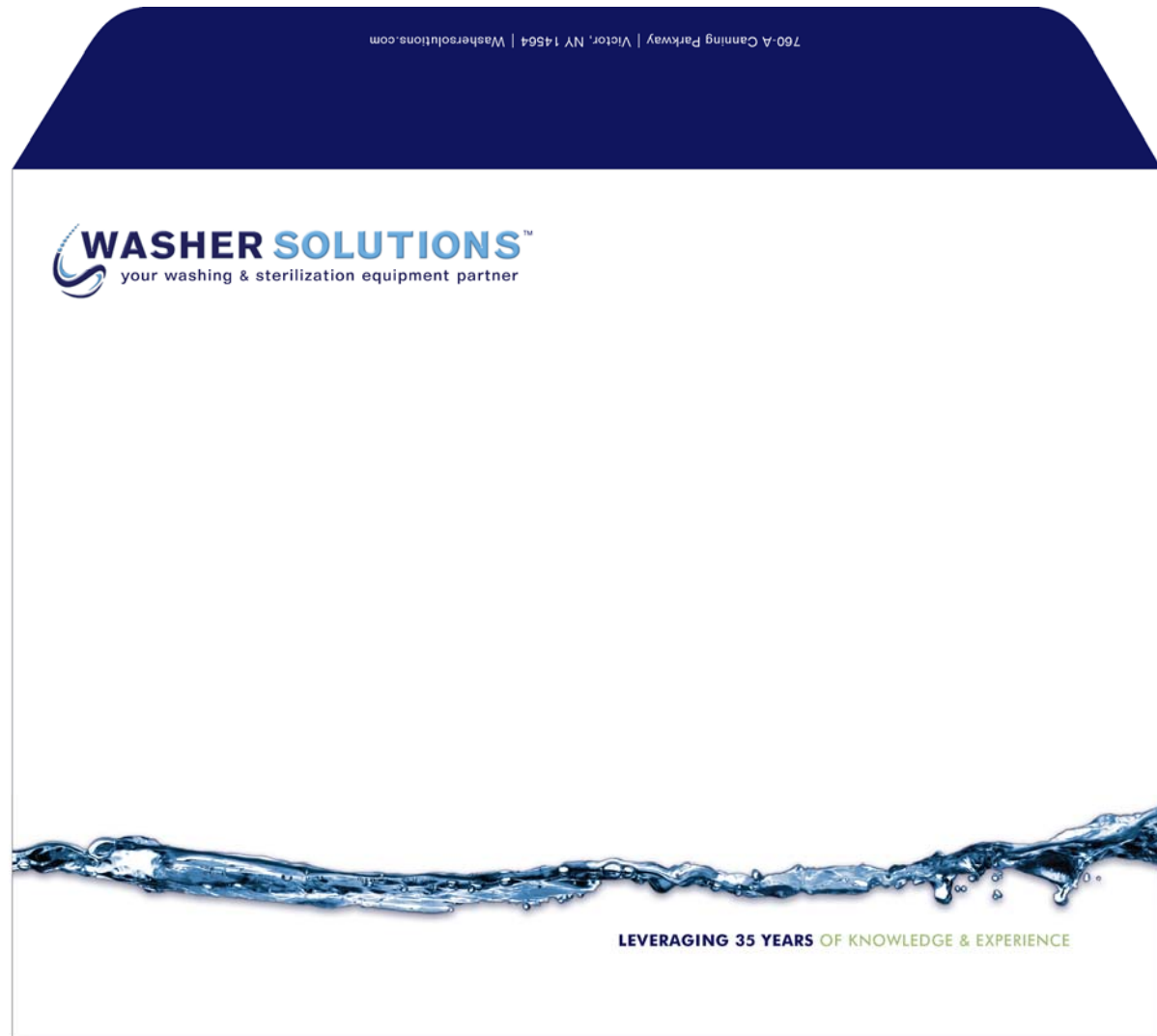
4 over 0 / Four Color Process / No PMS  
Bleeds on flap and two sides.

**Fonts:**

No fonts are required for printing.

**NOTE 1:** Tagline, logo and address bar are NOT fonts. Use existing artwork – do NOT recreate.

**NOTE 2:** When printing quantities of 5K or more 4/0 is preferred (custom pre-printed envelopes). When 5K or less, premade envelopes will be required using 4/1; use PMS 2766 on back. Bleeds & flood fill will not be possible; address only on flap.



## BRAND APPLICATIONS STATIONERY

**Mailing Label.** Featured is the proper formatting of a Washer Solutions™ mailing label.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:**



## BRAND APPLICATIONS STATIONERY

**Fax Cover Sheet.** Featured is the proper formatting of a Washer Solutions™ facsimile (fax) cover sheet.

### Recommended Paper:

Undetermined

### Printing:

Undetermined

### Fonts:

Undetermined

### NOTE:

## BRAND APPLICATIONS STATIONERY

**CD Sleeve & Label.** Featured is the proper formatting of a Washer Solutions™ CD sleeve & label.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:**

## BRAND APPLICATIONS SALES & MARKETING TOOLS

**Brochure.** Featured is the proper formatting for the Washer Solutions™ brochure. Brochure is an eight page document.

### Recommended Paper:

## Outside Cover

McCoy Silk / Bright White / 80 lb. Cover

## Inside Pages

McCoy Silk / Bright White / 80 lb. Cover

### Printing:

## Outside Cover

5 over 5 / Four Color Process / PMS 877C Metallic  
Silver / Gloss Spot Varnish (Water Stream)  
Dull Varnish Coat on Silver

## Inside Pages

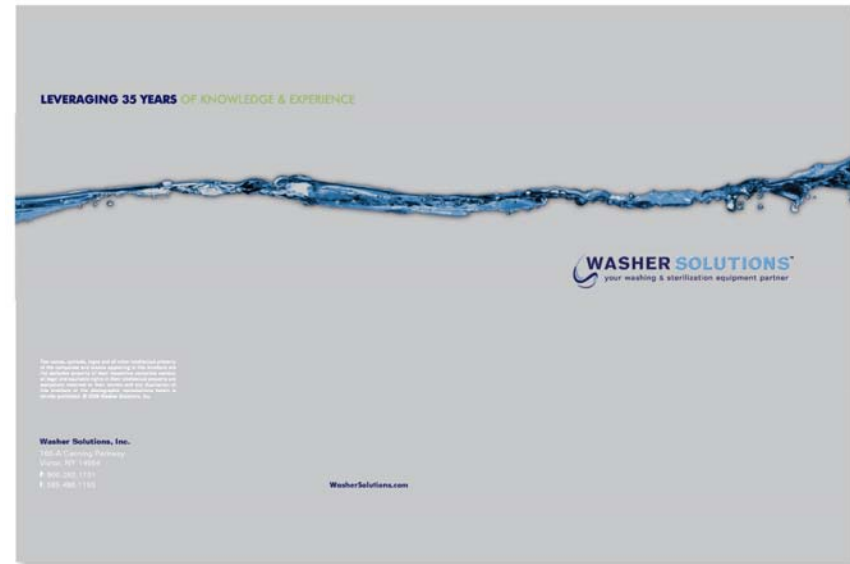
5 over 5 / Four Color Process / PMS 877C Metallic  
Silver / Gloss Spot Varnish (Water Stream &  
Header Photos) / Dull Varnish Coat on Silver

## Fonts:

See section of brand styles guide on fonts, to determine correct fonts for use. No fonts are required for printing; converted to paths.

**NOTES:**

### Outside Cover



### 1<sup>st</sup> Inside Spread



## BRAND APPLICATIONS SALES & MARKETING TOOLS

### 2<sup>nd</sup> Inside Spread

[illegible]

### 3<sup>rd</sup> Inside Spread

[illegible]

## BRAND APPLICATIONS SALES & MARKETING TOOLS

**Pocket Folder.** Featured is the proper formatting of a Washer Solutions™ pocket folder. Pocket folders are printed two-sided.

### Recommended Paper:

McCoy Silk / Bright White / 120 lb. Cover

### Printing:

5 over 0 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream)  
Dull Varnish Coat on Silver  
Bleeds on three sides.

### Fonts:

No fonts are required for printing.

**NOTE 1:** Tagline, logo and address bar are NOT fonts. Use existing artwork – do NOT recreate.

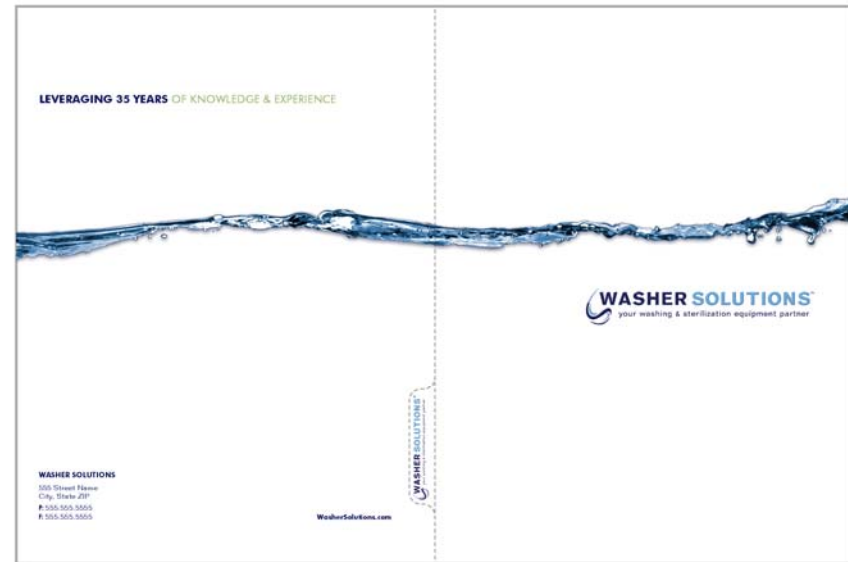
**NOTE 2:** Two die cut half moon slits are to be used for business card, on right inside pocket, positioned above and below the card. Card is to be positioned horizontally, as shown.

**NOTE 3:** Two inside pockets, each pocket is 4".

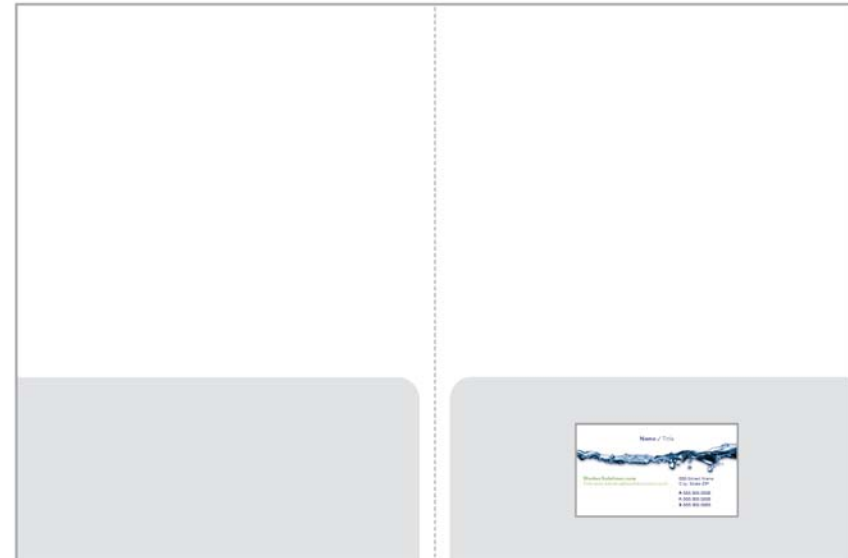
**NOTE 4:** Embossed are the Washer Solutions logo + water drop (the logo tagline shall remain flat – NOT embossed). Water Stream may also be embossed, but will add to cost.

**NOTE 5:** Folder “tab” (above, outside image) is to be die cut, as shown. Tab will display logo printed on one side only (outside, cover).

### Outside Cover



### Inside Spread



# BRAND APPLICATIONS SALES & MARKETING TOOLS

**Sell Sheets.** Featured is the proper formatting for Washer Solutions™ sell sheets. Sheets are two-sided.

## Recommended Paper:

McCoy Silk / Bright White / 80 lb. Text

## Alternate Paper:

Cougar Smooth / Bright White / 80 lb. Text

## Printing:

### Service Sheets

5 over 5 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream & Header Photos) / Dull Varnish Coat on Silver

### Equipment Sheets

5 over 5 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream & Header Photos) / Dull Varnish Coat on Silver

### Parts Sheets

5 over 5 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream & Header Photos) / Dull Varnish Coat on Silver

## Fonts:

See section of brand styles guide on fonts, to determine correct fonts for use. No fonts are required for printing; converted to paths.

**NOTE:** No specifications have been established.



**Front**  
(Gold Service)



**Front**  
(Silver Service)

# BRAND APPLICATIONS SALES & MARKETING TOOLS

**Sell Sheets.** Featured is the proper formatting for Washer Solutions™ sell sheets. Sheets are two-sided.

## Recommended Paper:

McCoy Silk / Bright White / 80 lb. Text

## Alternate Paper:

Cougar Smooth / Bright White / 80 lb. Text

## Printing:

### Service Sheets

5 over 5 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream & Header Photos) / Dull Varnish Coat on Silver

### Equipment Sheets

5 over 5 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream & Header Photos) / Dull Varnish Coat on Silver

### Parts Sheets

5 over 5 / Four Color Process / PMS 877C Metallic Silver / Gloss Spot Varnish (Water Stream & Header Photos) / Dull Varnish Coat on Silver

## Fonts:

See section of brand styles guide on fonts, to determine correct fonts for use. No fonts are required for printing; converted to paths.

**NOTE:** No specifications have been established.

**PREVENTIVE MAINTENANCE PROGRAM**

**DETECTING AND ELIMINATING**  
problems before they result in costly repairs

**Preventive Maintenance Program.** The Washer Solutions™ Bronze Service Program is a preventive maintenance plan designed to meet the specific needs of your facility and ensure your equipment continues to operate at factory specifications. The program is structured to include equipment inspections with preventive maintenance service and replacement part installation labor at no additional cost. Every well-maintained piece of equipment is evaluated and tested to ensure it meets performance specifications. Operation of your equipment is continuously monitored throughout the contract period to resolve any issues that arise and to identify potential areas of weakness that may result in future failure. In addition, Washer Solutions will provide replacement parts, at an additional cost, to ensure continued operation of your equipment. Washer Solutions eliminates the hassle of purchasing from multiple vendors and reduces the cost of your replacement parts. The goal of the Bronze Service Program is to maximize equipment uptime by preventing future failures.

**Online Service Documentation.** Washer Solutions provides 24/7 access to all your detailed service history and maintenance records required for compliance with regulatory agencies, including JACO, FDA and AHJAC. In our web-based online service center, you will have the ability to submit electronic service requests quickly and easily, view upcoming scheduled visits, and retrieve detailed service history reports for each piece of equipment at your facility. All of this information is available to you when it is connected with 24/7 web access. The Washer Solutions Online Service Center was created to improve the service request process and provide secure electronic storage of required service documentation for our customers.

**Bronze Service Program**

Our preventive maintenance plan, the Bronze Service Program provides coverage for quarterly preventive maintenance service labor on your equipment. The program ensures that your equipment will be maintained, continue to operate at peak performance, and costly downtime is minimized. If you are looking for a service plan to effectively maintain your equipment, the Bronze Service Program is the right choice for you.

**Bronze Service Program Includes:**

- Performance & Diagnostic Equipment Assessment
- Safety Inspections
- Preferred Labor Rate for Reliable Service
- Ninety (90) Day Warranty on Parts & Associated Labor
- Toll-Free Telephone Support
- Detailed, Online Service Documentation
- Online Scheduled Preventive Maintenance Labor
- Travel Charges for Scheduled Visits

**WASHER SOLUTIONS™**  
your washing & sanitation equipment partner

LEVERAGING 25 YEARS OF KNOWLEDGE & EXPERIENCE  
P: 800.262.1700 | T: 800.456.7676 | F: 800.456.7676 | W: WasherSolutions.com

**Front**  
(Bronze Service)

**The Right Service Partner is Key.** By choosing the right service partner, you can be confident that your equipment will operate at peak performance, 24/7, and maximize uptime of your critical equipment. The right service partner may leave your equipment responsible for days or even weeks, leaving you to incur the high costs of downtime of your facility. Washer Solutions™ is the right choice. But don't take our word for it. Contact us today for references and speak with one of our many satisfied customers.

Service is where we excel, and we will be onsite within 24 hours of your emergency service request. Typically at your facility the same day. Washer Solutions' certified technicians are factory-trained and have years of experience servicing an extensive range of OEM equipment, including AMERCO, B&B, DEFENCE-CARTER, LANCER, MTR, STERIS, TOTTENHAM and more. Our experts service washing, sterilization and surgical equipment in many of the leading hospitals and universities across the U.S.

**SERVICE CAPABILITIES**

- Scheduled Field Service & Technical Support
- Emergency Troubleshooting & Repair Services
- Preventive Maintenance Service Programs
- Equipment Installation, Upgrades & Conversion
- Equipment Removal & Disposal
- WET-Cleaning & Equipment Validation Services
- Rebuild & Upgrade Services

**EQUIPMENT SERVICED**

- Autoclaves / Sterilizers
- Building Dump Stations
- Cabinet Washers
- Coff Washers
- Chemical Washers
- Endo Washers
- Surgical Tables & Sterilizers
- Washing Chambers
- Bottle Filtration
- Caps & Rack Washers
- Cleaning Chairs
- Cleaning Room Lights
- Medical Spikes / Washers
- Flaming Cabinets

**PREVENTIVE MAINTENANCE PROGRAMS**

	GOLD	SILVER	BRONZE
<b>GOLD SERVICE:</b> Comprehensive maintenance and parts program that provides complete coverage for scheduled maintenance and emergency repairs with a single investment.	✓	✓	✓
<b>SILVER SERVICE:</b> On-site service and repair program that provides coverage for scheduled maintenance and emergency repairs with a single investment.	✓	✓	✓
<b>BRONZE SERVICE:</b> On-site service program that provides coverage for scheduled maintenance.	✓	✓	✓

\* Scheduled preventive maintenance parts can be added to Silver and/or Bronze programs at an additional cost.

**WASHER SOLUTIONS™**  
your washing & sanitation equipment partner

LEVERAGING 25 YEARS OF KNOWLEDGE & EXPERIENCE  
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**Back**  
(Same for all Sell Sheets)

## BRAND APPLICATIONS SALES & MARKETING TOOLS

**Print Advertisements.** Featured is the proper formatting for a Washer Solutions™ print advertisement.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:** No specifications have been established.



## BRAND APPLICATIONS SALES & MARKETING TOOLS

**Direct Mail.** Featured is the proper formatting for a Washer Solutions™ direct mail.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:** No specifications have been established.

## BRAND APPLICATIONS SALES & MARKETING TOOLS

**Bid Package.** Featured is the proper formatting for a Washer Solutions™ bid package.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:** No specifications have been established.

## **BRAND APPLICATIONS** SALES & MARKETING TOOLS

**Press Release.** Featured is the proper formatting for a Washer Solutions™ press release.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:** No specifications have been established.

## BRAND APPLICATIONS DIGITAL MEDIA

**PowerPoint Slides.** Featured is the proper formatting for a Washer Solutions™ PowerPoint presentation.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

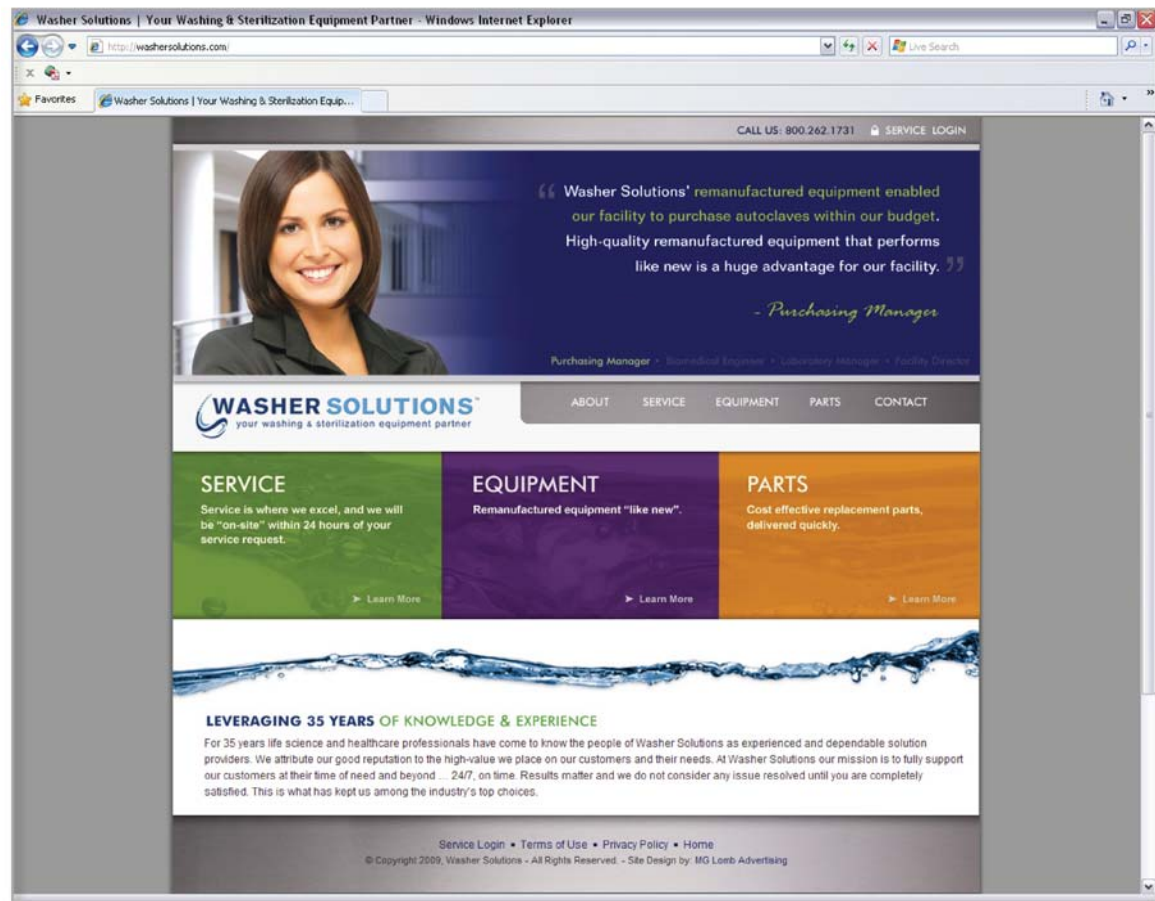
**Fonts:**

Undetermined

**NOTE:** No specifications have been established.

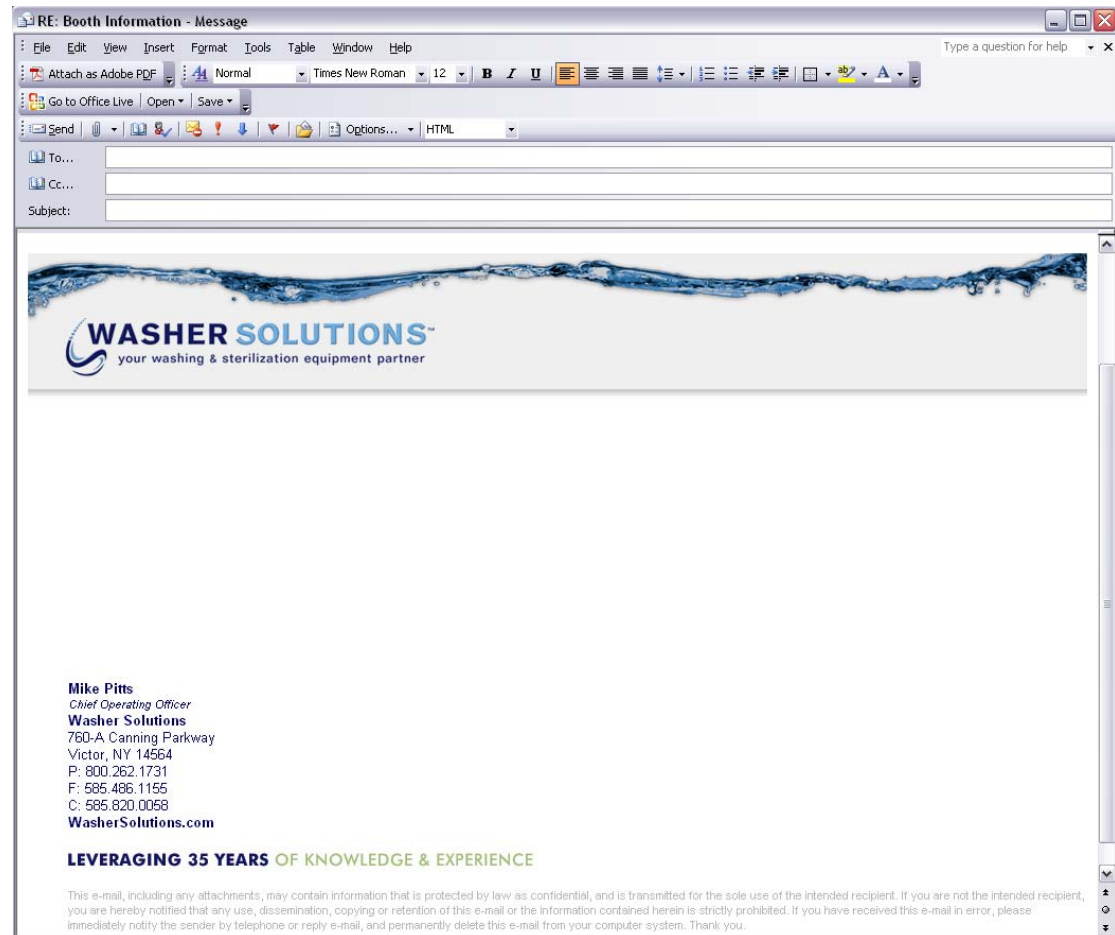
## BRAND APPLICATIONS DIGITAL MEDIA

**Website.** Featured is the proper formatting for the Washer Solutions™ website.



## BRAND APPLICATIONS DIGITAL MEDIA

**Email Stationery & Signature.** Featured is the proper formatting for Washer Solutions™ email stationery.



## BRAND APPLICATIONS ENVIRONMENTAL GRAPHICS

**Building Signage (Exterior).** Featured is the proper formatting for Washer Solutions™ exterior building signage.

**Materials:**

Undetermined

**Size:**

Undetermined

**NOTE:** No specifications have been established.

## BRAND APPLICATIONS ENVIRONMENTAL GRAPHICS

**Building Signage (Interior).** Featured is the proper formatting for Washer Solutions™ exterior building signage.

**Materials:**

Multidimensional Dibond brush metal ¼" thickness, black core/back.. Custom cut/shaped PVC channel letters (to match logo specifications)

**Size:**

60" x 80"

**NOTE:** Coloring to match brand color specifications shown herein.





## BRAND APPLICATIONS ENVIRONMENTAL GRAPHICS

**Vehicle Signage.** Featured to the right is the current design for Washer Solutions™ vehicle signage.

**Materials:**

Vinyl graphics and lettering

**Printing:**

Printed four color process (to match logo specifications)

**Size:**

Fit to vehicle as shown.

**NOTE:** The vehicle is to be fitted on four (4) sides: Hood / Back / Left Side / Right Side. Left and right sides are to be mirror images of same design (see example images).



Front



Side of Vehicle (left and right)



Back

## BRAND APPLICATIONS ENVIRONMENTAL GRAPHICS

**Tradeshow Signage.** Featured is the proper formatting for Washer Solutions™ tradeshow signage.

**Materials:**  
Undetermined

**Printing:**  
Undetermined

**Size:**  
Undetermined

**NOTE:** No specifications have been established.



## BRAND APPLICATIONS ENVIRONMENTAL GRAPHICS

**Equipment Decal.** Featured is the proper formatting for Washer Solutions™ equipment decals.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:** No specifications have been established.

## BRAND APPLICATIONS ENVIRONMENTAL GRAPHICS

**Apparel.** Featured is the proper formatting for Washer Solutions™ business apparel.

**Recommended Paper:**

Undetermined

**Printing:**

Undetermined

**Fonts:**

Undetermined

**NOTE:** No specifications have been established.



## BRAND MESSAGING STATEMENTS

**Full Company Story.** Washer Solutions™ brand is aimed to be firmly situated among the industries leading providers of industrial washer and sterilization equipment, service, and parts. When Facility Directors, Lab Managers, Purchasing Managers, and Biomedical Engineers think of Washer Solutions, they will recognize a reliable, reputable, and honest company that brings 35 years of industry knowledge and experience to the table. Washer Solutions brand is intent on being recognized as a competent and growing company that is among the first and best choices for our customers.

**Advertisement Version.** Since 1972, Washer Solutions' senior staff have designed and installed over 1,500 projects at scientific and healthcare facilities. Many of these designs have changed the industry, with our innovations and technology being adopted by some of the largest manufacturers. Members of the Washer Solutions team have either founded or held leadership roles with many of the leading companies in the industry, including: Basil Equipment Corporation (BASIL), American Sterilizer Company (AMSCO), MTP Custom Machinery Corporation (MTP), and Getinge/Castle (GETINGE). Originally focused on washing equipment for the scientific industry, our focus and capabilities today have been expanded to include sterilization and clinical care equipment in hospitals and research facilities. Our team, now known as Washer Solutions, supports a broad spectrum of customers in both the scientific and healthcare industries. We've also grown geographically and now provide equipment, service programs, replacement parts and consumables to customers throughout the U.S.

**Employment Version.** Making Your Dollars Go Farther. At Washer Solutions, our experience and independence equates to lower costs for you. Because we are not affiliated with any specific new equipment manufacturer, we are free to offer solutions that are truly focused on the best interest of our customers. This principle applies to new and remanufactured equipment (we're not tied to one specific manufacturer), parts (we can offer direct replacement parts of equal or higher quality than OEM at significantly reduced prices), and our service programs (we can repair a broad range of makes and models of equipment).

To cap it off, a solid relationship based upon great service and better than average prices provides unsurpassed value to our customers. At Washer Solutions, our goal is to establish long-term customer relationships. By exceeding our customer's expectations we accomplish this goal.

## ADDITIONAL CONSIDERATIONS GENERAL TOPICS

**Trademark Usage.** Washer Solutions™ has elected to utilize a trademark (™) in association with the company's logo, only. Although other approved Washer Solutions taglines exist, and are used, it has been decided that these will not be accompanied by any trademark, as of the date of this revision of the brand styles guide. By consistently and properly using the trademark

**Always use a trademark (™) in conjunction with the Washer Solutions logo, or, when writing "Washer Solutions" on the first page of any document.**

By consistently and properly using trademarks Washer Solutions will have begun to establish a legal foundation with which both the logo mark and company name may be protected.

**NOTE:** The trademarks (™) and registered trademarks (®) of other companies are the legal property of those companies. To avoid potential legal problems care should be taken to always properly format the legal names of those companies, and to use appropriate legal marks.

**Image Usage Rights Policy.** Care should be taken to acknowledge and abide by the intellectual property rights of others (copyrights). Today, it is most common that photographs (and other imagery) are the legal property of another that have been formatted for "use" within certain and specific guidelines and limitations for such use. This is a serious matter that in not to be ignored.

**It is Washer Solutions' policy that it's directly employed staff, and vendors, all are aware of, and abides by, image usage rights (copyrights).**

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**Writing Considerations.** When creating new written copy care must be taken to always portray Washer Solutions™ in a manner that is consistent with the established, approved, style.

**Written copy should always portray Washer Solutions as follows:**

**Experienced.** When discussing experience, the length of years of experience (held by senior staff – the team) should be focused on, NOT the length of the existence of Washer Solutions as a company. The Washer Solutions' team has long and valuable experience, worth mentioning. Focusing on this experience is the approach that is preferred.

**A Company, NOT Individuals.** Washer Solutions should be presented as a company, rather than emphasize specific individuals. Words like “team” should be used, in place of individual’s names; the term “senior staff” may also be used. Written content should convey a substantial and experienced group. Individuals may be mentioned, but care should be taken so as not to overemphasize any one individual.

**Claims.** Care must be taken to substantiate all written claims. If a statement is made, claiming that Washer Solutions is the “best” or the “first” at something, then substantiating evidence must be provided to support such a claim.

**Caution Words.** Certain words imply legal guarantees, and should be avoided. Failure to do so could result in costly legal consequences.

Below is a short list of words that should not be used, used with caution, or substantiated.

- Unmatched
- Assured
- Ensure
- Forever
- Perfect
- Guaranteed
- Recyclable
- Biodegradable